



# Washington State Department of Agriculture News Release

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## WSDA offers export seminars for food & agricultural companies

**OLYMPIA** – Food and agricultural companies interested in export markets won't want to miss the opportunity to get some good advice on taking their products overseas. And with personalized attention from an international trade expert costing only \$50, the potential return on investment is extremely high.

The Washington State Department of Agriculture (WSDA) is hosting Branded Program Seminars and Export Readiness Consultations in Seattle Feb. 28 through March 2. At these events, industry experts will provide individualized advice on exporting and will introduce a variety of export marketing and financial resources to support the profitable export of U.S. food products.

"These seminars are a must if you are considering export markets," said Kim Clothier, national sales manager for L'Ecole No 41, a Walla Walla Valley winery. "Thanks to the Branded Program Seminar, we applied for a matching grant that essentially doubled our pre-existing export marketing funds. And the Export Readiness Consultation helped focus our promotional spending in the markets best suited for our products. These resources and expertise have been invaluable."

At the **Branded Program Seminar**, companies will learn about a federal matching funds program (USDA's Market Access Program) for small exporters of food and agricultural goods. These funds augment a company's export promotion budget, and can help defray the cost of foreign trade shows, advertising, in-store demos, public relations, labeling changes and other promotional expenses. Information about other export marketing and financial resources is also on the agenda.

The Branded Program Seminar costs \$40 to attend (lunch and parking included) and will be held on Tuesday, Feb. 28 at the Mayflower Park Hotel, 405 Olive Way, Seattle.

**Export Readiness Consultations** provide personalized advice on exporting from an industry expert with over 20 years of pioneering food industry market development. At each two-hour session, participants will get answers to their export questions while designing an export strategy to fit any budget.

A personalized, two-hour Export Readiness Consultation costs \$50 (parking included). Appointments are available on Wednesday, March 1 and Thursday March 2. Consultations will be held at the Mayflower Park Hotel.

To register, contact David Mudd, WSDA international trade specialist, at (360) 902-2164 or by e-mail at [dmudd@agr.wa.gov](mailto:dmudd@agr.wa.gov). The registration form is also available online at [www.agr.wa.gov/marketing](http://www.agr.wa.gov/marketing). Click on "Register for Export Marketing Seminars."

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WSDA's International Marketing Program, with staff based across the state and in Asia, is a valuable resource for local producers and processors as they seek to establish new overseas business relationships. Typically, about one-third of the agricultural commodities produced by Washington's farmers and ranchers are exported.

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